

Values/Beliefs/Worldview

Establishing social identities

Elizabeth Chamberlain
Behavioral Influences Analyst

Overview

- What is a worldview?
- Why is it useful to BIA?
- Worldview construct
- What is Social Identity Theory?
- How do worldview & social identity relate?
- How is it useful to BIA?

Analytical Workflow:

General to Specific

(Knowledge to Assessments)

Values, Beliefs, Worldview (*cultural anthropology/social psychology*)

Operational Behavioral History (*organizational dynamics*)

Perceptions

Motivations (Needs and Objectives)

Current Capabilities

Situational Factors

Decision Process

Probable Intent

Behavior (COAs)

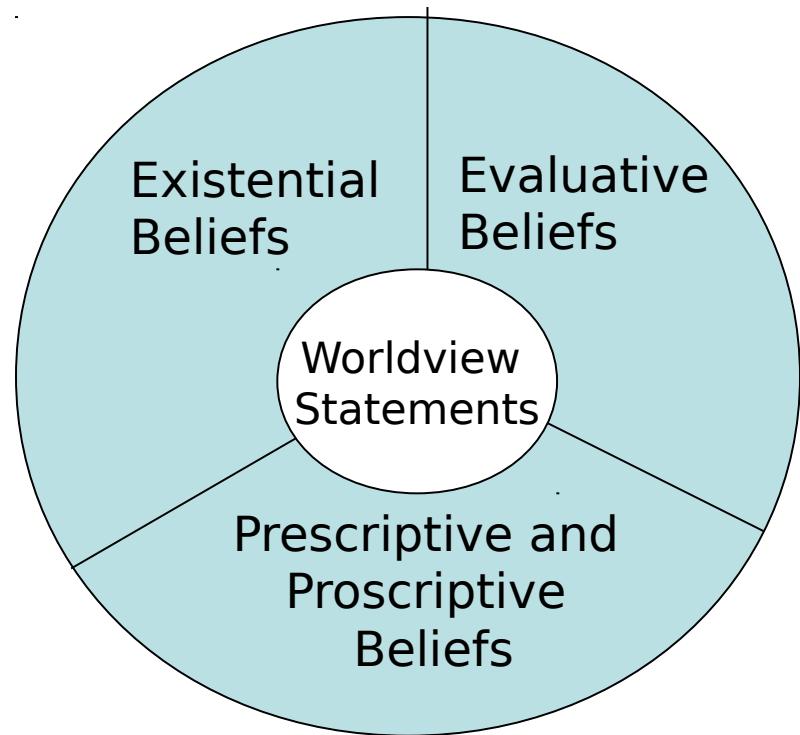
Susceptibilities

Conclusions

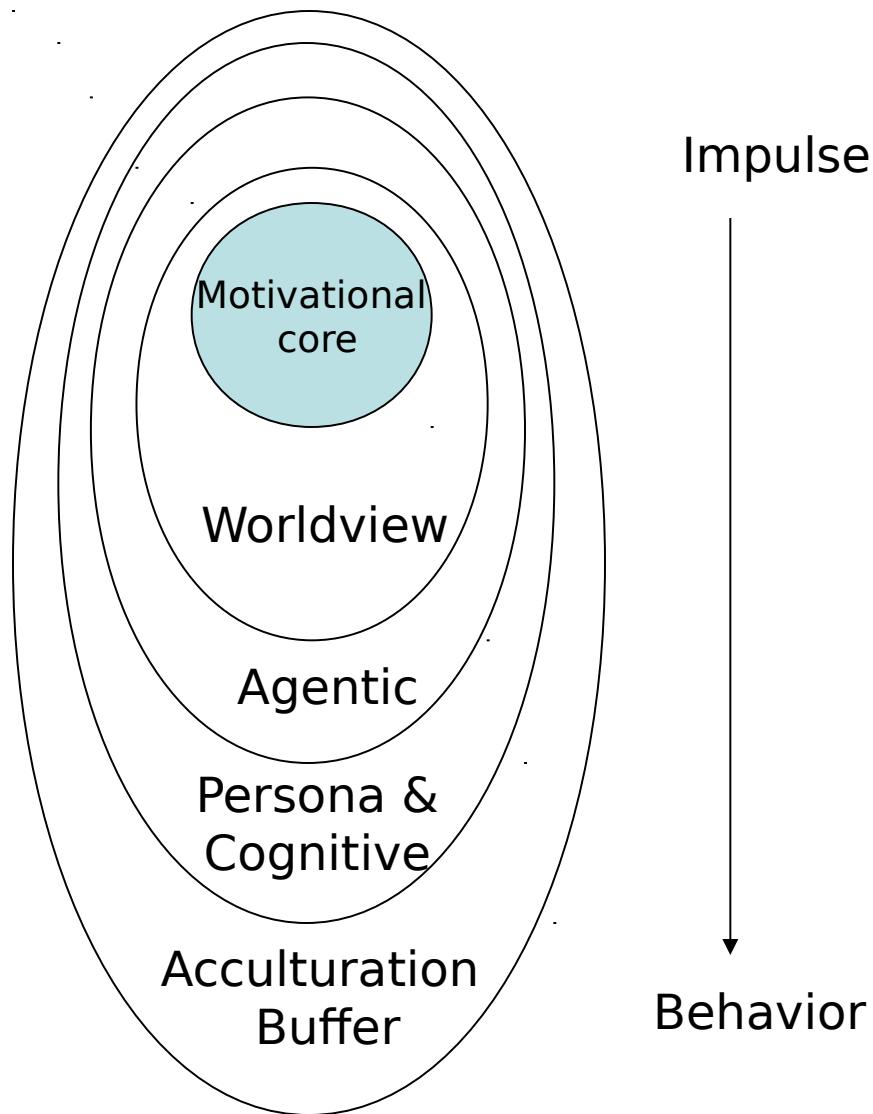


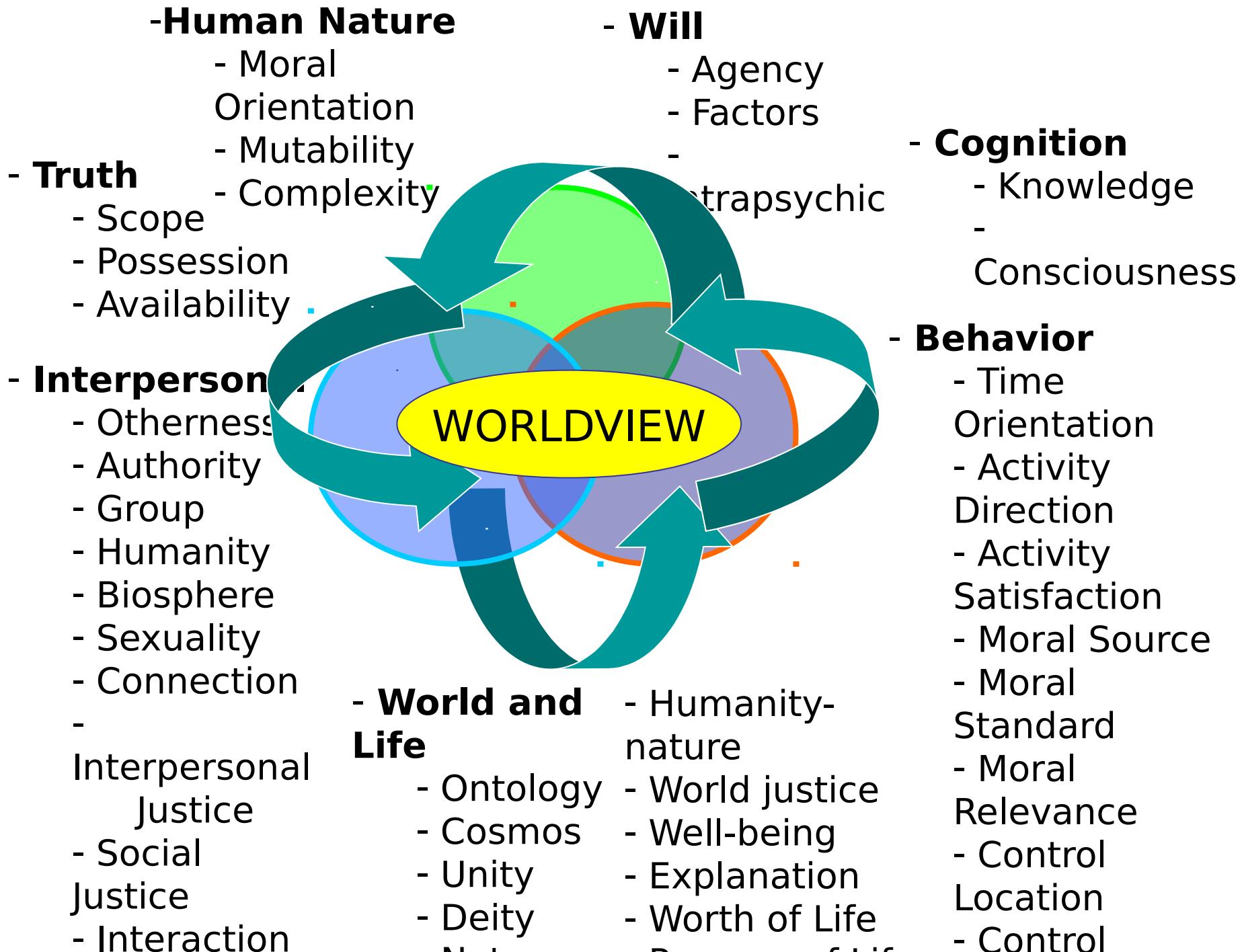
Worldview

- Definition
- Impact on behavior
 - Cognition
 - Values
 - Worldview Research
 - Religion
- Mutability
- Variation
- Other approaches



The Acting Self





Worldview & BIA

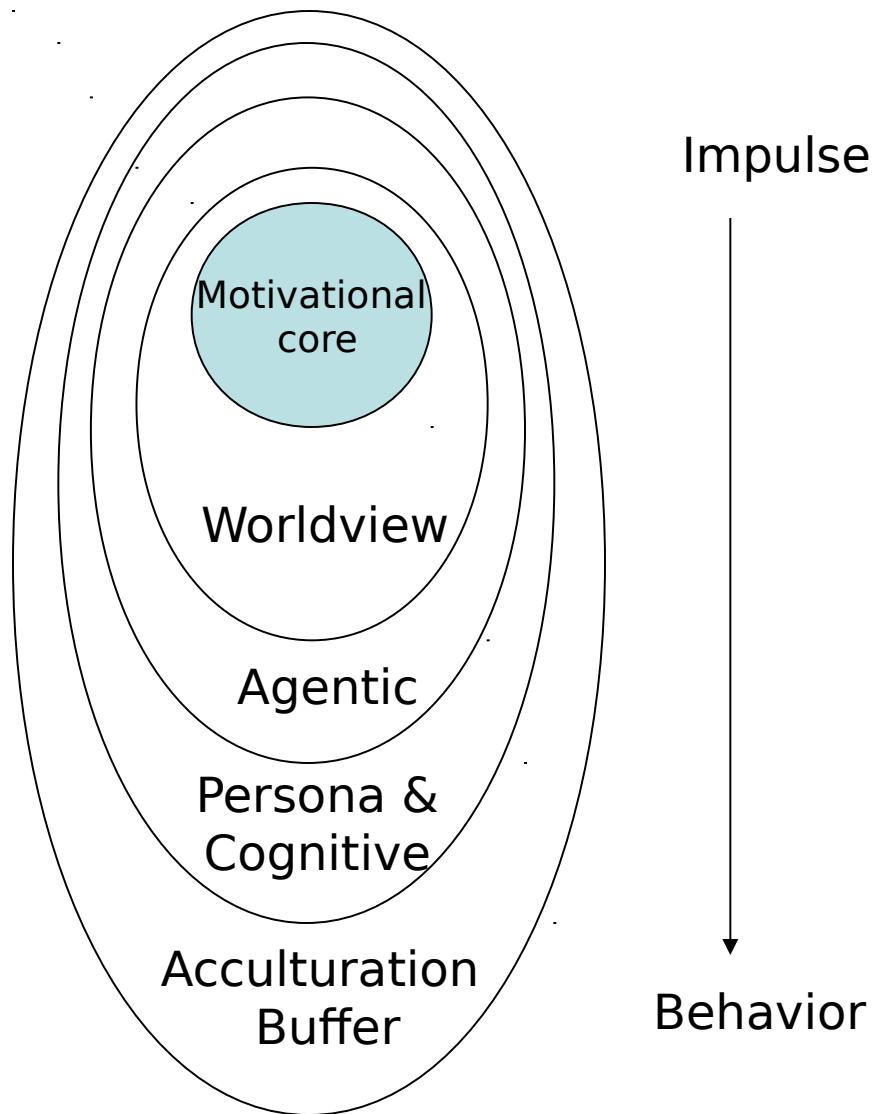
- Venezuelan Status
- Chinese Face



Social Identity

- What is Social Identity?
- Importance of Context
- Relevant social identities
- Social Network Analysis

The Acting Self



Summary

- Worldview
 - Key construct to explain likely behaviors
 - Requires a degree of inference
 - Acculturation attenuates cultural impact
- Social Identity
 - Useful to understanding context of actor(s)
 - May vary between situations